Question 1

The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

Options:

A- The upstream population did NOT include seeds.

B- Some pressure typologies were applied.

C- Some recipients were quarantined.

D- The upstream population was too large.

Answer:

B, D

Question 2

A campaign is sent past the end date. What is the result?

A- The campaign does not execute past the end date

B- The campaign sends as usual

C- The campaign prompts for an update end date.

D- The campaign continues to send with outdated datA.

Answer:

C

Question 3

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

Options:

A- To show a preview of the delivery before sending

B- To show the analysis performed on a delivery prior to sending

C- To show the approvals given for delivery

D- To show a breakdown of exclusions for the delivery

Answer:

B, C, D

Question 4

Question Type: MultipleChoice

How should a campaign business practitioner test that dynamic content in delivery displays properly?

Options:

A- Configure the delivery to enable a content control group

B- Configure the delivery to enable content approval

C- Configure the delivery content to include seeds

D- Configure the delivery to send a proof of each content version

D

Question 5

Question Type: **MultipleChoice**

Why should a campaign business practitioner add a compliment to a split?

Options:

A- To analyze the order of the split selection

B- To analyze records remaining from the split

C- To analyze rejected records

D- To analyze content selected in the split

Answer:

B

Question 6

Question Type: MultipleChoice

What are the three reasons why a campaign manager would reference a deliver audit. (Choose three.)

Options:

A- The manager could find out if the delivery is blocked on a particular operating system

B- The manager could see if typology rules were applied

C- The manager could find out how many recipients were excluded

D- The manager could see how long the delivery is taking to process

Answer:

A, C, D

Explanation:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

Question 7

Question Type: MultipleChoice

During an investigation, a business practitioner modifies workflows properties to keep the results of interim

populations between two executions. What is the purpose of this step? (Choose two.)

Options:

A- To export data that is passed between two activities in the workflow

B- To configure the schema of the data that is passed between two activities in the workflow

C- To modify the data that is being passed between two activities in the workflow

D- To add filtering criteria to data that is being passed between two activities in the workflow

E- To save data created with each run of the workflow to a list

Answer:

D, E

Explanation:

WKF__General_operation_Executing_a_workflow.html

Question 8

Question Type: MultipleChoice

When utilizing the updated list process, a campaign business practitioner must make sure to append additional

records to a list if it exists. How can a campaign business practitioner do that?

Options:

A- Only create new lists and avoid updating an existing list

B- Uncheck the option to purge the list if it exists

C- Specify the name explicitly in the options

D- Store the list on an external database

Answer:

A

Question 9

Question Type: MultipleChoice

The number of records out of union is less than intended. Which conclusion should be made?

Options:

A- The target is dropping inactive records.

B- The target schemas are NOT the same.

C- The target is dropping exclusions.

D- The target populations are NOT mutually exclusive.

Question 10

Question Type: MultipleChoice

A workflow log indicates an incompatible document type error on a union activity. How should a campaign

business practitioner verify the union activity inputs are based on?

Options:

A- The union activity's inputs are based on the same target mapping

B- The union activity's inputs are based on the same filtering dimension

C- The union activity's inputs are based on the same targeting dimension

D- The union activity's inputs are based on the same global dictionary

Answer:

C

Question 11

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format.

What step you should take?

Options:

A- Load a file from your local machine to test the format

B- Verify the file format, specifically date formats that need to be set correctly

C- You can move forward, auto detect formats the file properly

D- You should create a new data loading process and leave the original intact for future use

Answer:

B

Question 12

What is the value for status and state of the edit options when a campaign reaches the schedule end date?

Options:

A- Finished and can no longer be edited

B- Finished but can still be edited

C- Completed and can no longer be edited

D- Completed but can still be edited

Answer:

D